

Eric Gareau

CEO at LULU Software

Summary

Senior executive with proven track record in the Consumer Packaged Goods and Online industries. Exceptional results in building new businesses and top performing organizations. Wide experience in Online Business Development and Optimization. Passionate leader with natural skills for communication and motivation. Builds organizational culture through open-door policy, competition, accountability, diversity and trust.

Specialties

Organizational & Talent Development; Business Strategies & Partnerships; Online Marketing Strategies and Complex Customers Acquisition.

Experience

CEO at LULU Software

March 2010 - Present (1 year 5 months)

Implement the strategic goals and objectives of the organization. Enable product innovation and development through its technology centre in Eastern Europe. Provide direction for advertisement and customer acquisition strategies.

1 recommendation available upon request

President at Interactive Brands

June 2006 - March 2010 (3 years 10 months)

Brand development, web site traffic growth (PPC, SEO), affiliation network, payment processing, web site UI and advertising revenue. Developed brand strategy.

2 recommendations available upon request

Vice President Sales & Marketing at Montebello Packaging

June 2005 - May 2006 (1 year)

Lead all Marketing and Sales strategies for North America. Full client development and P&L responsibility.

National Sales Director at L'Oreal

December 2001 - June 2005 (3 years 7 months)

National Sales Director for the Prestige Brands at L'Oreal Canada.

Key Accounts, Retail (Field) Sales & Internal Sales

Over 35 employees splitted across Canada

4 recommendations available upon request

Key Account Manager at General Mills / Pillsbury Canada Ltd.

May 1999 - December 2001 (2 years 8 months)

Education

Université du Québec à Montréal

Bachelor, Commerce, 1995 - 1998

Concordia University

Certificate, Business Studies, 1992 - 1994

Honors and Awards

Outstanding Achievement 2008 - Board Reward

President Award - Account Excellence 2001

President Award - Best Sales Achievement 1999

Interests

Passionate about talent and people. Numbers are quite interesting! New Technologies and Consumer Behaviors. Friends & Family, wine, wife & kids: not always in this order!

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7 people have recommended Eric

"Passionate, dynamic and focus on results. Eric is very articulate on his vision and objectives. As a people person; he listens, coaches and motivates his teams! A charismatic leader who can develop a strategic and performing organization."

— **Frederic D.**, *Director of Marketing, Interactive Brands*, reported to Eric at LULU Software

"Eric has a rare ability to combine vision and strategy with a pragmatic and bulldog-like Focus on execution and Delivering Results vs Goals. In addition, Eric is a great people motivator who believes in rewarding people for their results, and practices Teamwork in Action. I highly recommend him as a top performance executive, especially in any areas requiring Marketing, People and Financial Skills and Experience."

— **David A.**, *president and CEO, Amar and partners inc*, was a consultant or contractor to Eric at Interactive Brands

"Eric is a fantastic media professional and a meticulous follow-through man. His credentials and aptitude speak for themselves. I highly recommend him as an entrepreneur and a new media executive."

— **Kartik R.**, *Senior Executive, Distribution, JumpTV International*, was a consultant or contractor to Eric at Interactive Brands

"J'ai eu la chance de travailler avec Éric sur plusieurs projets. Il a toujours été d'une aide précieuse pour exprimer clairement les besoins d'affaires et pour donner la bonne direction aux projets."

— **Sylvain G.**, *BI and Portal Analyst, L'Oreal Canada*, worked directly with Eric at L'Oreal

"Eric is a leader with vision, determination and fairness. He builds high performing teams with the right balance of firmness and flexibility, managing very well the human side of management with the business' expectations and objectives. His employees are that much more loyal for it. A big picture individual, yet with a very strong attention to details and quality execution. He strives on challenges and communicates his enthusiasm and work ethics to his teammates. Great sense of humor."

— **Ian T.**, *Director National Accounts, l'oreal*, reported to Eric at L'Oreal

"Eric is a real leader. He is extremely driven by results, he has a true passion for winning and at the

same time, great team spirit and fun work environment are essential to his success. Eric is a great strategist as he quickly understands and analyses problematic situations by taking into account all potential angles."

— **Alexis G.**, *Sales Director, L'Oréal*, reported to Eric at L'Oreal

"Great thought leadership and entrepreneur !"

— **Pierre-Marc L.**, *AE, L'Oreal Canada*, reported to Eric at L'Oreal

[Contact Eric on LinkedIn](#)